

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S133	2	(log\$4 near4 (view\$3 watch\$3 play\$3 user) near3 activity) same profile same (target\$4 customiz\$5 personaliz\$5) near10 (ad promotion advertisement rebate coupon token credit incentive) and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:52
S101	46	(log\$4 near4 (view watcher user) near3 activity) same profile and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:50
S132	14	S130 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S130	53	(determin\$3 adj5 (user\$1! or viewer\$1! or player\$1! or subscriber\$1! watcher individual person)) near5 (activit\$3 near5 profile\$1!)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S129	13	S128 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S56	22	(determin\$3 adj5 (user\$1! or viewer\$1! or player\$1! or subscriber\$1!)) near5 (activit\$3 near5 profile\$1!)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:47
S128	68	(long adj (term or period or time or interval)) near20 ((short or particular or specif\$3) adj1 (term or period or time or interval)) same (watch\$3 play\$3 view\$3) near10 (habit pattern profile preference interest behavior)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:44
S120	47	S119 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:43

## EAST Search History

S11 4	212	(long adj (term or period or time or interval)) near20 ((short or particular or specif\$3) adj1 (term or period or time or interval)) near10 (watch\$3 or view\$3)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:42
S12 5	1	(viewership same promotion same profile same target\$4).clm.	US-PGPUB	OR	ON	2007/11/26 02:37
S12 4	12	YEN-FELIX.in. CAMERON-KIRK.in. FAGNANI-MARK.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:37
S12 3	33	NAVIC-SYSTEMS-INC.as.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:34
S12 2	21	(709/203,217,219,223.ccls. or 725/32,45-46.ccls. 705/14.ccls.) and @ad<"20001128" and (view\$4 or watch\$3 play\$3) with profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:29
S11 8	18	(709/203,217,219,223.ccls. or 725/32,45-46.ccls.) and @ad<"20001128" and (view\$4 or watch\$3 play\$3) with profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:20
S12 1	9	(compar\$3 match\$3 map\$4 correlat\$3) near10 (watcher viewer user subscriber player) near3 (behavior characteristic pattern activity) near15 ((group adj profile) demographic) and @ad<"20001128"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:12
S11 2	80	(compar\$3 match\$3 map\$4 correlat\$3) near10 (watcher viewer user subscriber player) near3 (behavior characteristic pattern activity) near15 ((group adj profile) demographic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:11
S11 9	286	(target\$4 distribut\$3) near5 (promotion rebate coupon incentive\$1) same (user viewer player watcher) near5 (profile preference interest)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 01:39

## EAST Search History

S35	13	((("709"/("217,219,223").ccls.) or ("725"/(32,45-46).ccls.)) and @ad<"20001128" ) and (view\$4 or watch\$3) adj3 profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 01:25
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? b compsci

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? s viewership(w) profile  
1245 VIEWERSHIP  
925130 PROFILE  
S1 0 S VIEWERSHIP(W) PROFILE

? s target????(w)promotion(s) (profile or preference or pattern or behavior)  
1792912 TARGET????  
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180658 PREFERENCE  
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Processing  
Processing

1792912 TARGET????  
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11235 ADVERTISEMENT  
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126006 CREDIT  
53799 TOKEN  
925130 PROFILE  
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1494857 PATTERN  
4489855 ACTIVIT???  
1204244 USER  
3458 WATCHER  
10018 LISTENER  
28510 VIEWER  
106444 PLAYER  
S3 0 S (TARGET???? OR DISTRIBUT???) (W) (PROMOTION OR AD OR ADVERTISEMENT OR REBATE OR COUPON OR INCENTIVE? OR CREDIT OR TOKEN) (S) (PROFILE OR BEHAVIOR OR PATTERN OR ACTIVIT???) (W) (USER OR WATCHER OR LISTENER OR VIEWER OR PLAYER)